



Watt's and Consales announce a healthy "back to school" campaign with Watt's juices

In a short time schools in Aruba will reopen and both parents and children have their "back to school" needs in minds. Watt's juices from Chile and their agent in Aruba, Consales, are here to help with a campaign that will reward juice drinkers with a beautiful new Watt's logo backpack, and save parents some money!

Families are advised to save their Watt's juice packs, which are available at all food outlets in Aruba, to turn them in for the bright red packs with lots of pockets, sized to fit just about anything school children need to carry.

The campaign is also to remind parents and children to consume beverages of a healthier nature than sugary soft drinks, and the Watt's juices provide essential nutrients over "empty calorie" carbonated beverages. The Watt's line, consisting of nectars and pure juices come in convenient lunch box sized "juice boxes" or one-liter containers.

Children should bring seven juice boxes or a single one-liter container from Watt's juices to the Consales Agency in Eagle and exchange them for a brand new logo backpack, perfect for the coming school year. This campaign will continue as long as supplies last, so drink healthy and get a beautiful new backpack!